AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for quantifying brand development opportunities, comprising:

   providing a system comprising a processor, at least one memory to store data and instructions, a display device, a user interface, and distinct software modules embodied on a computer-readable medium;

   wherein the distinct software modules comprise a first analysis tool module, a second analysis tool module, and a regression analysis tool module; and

   wherein the distinct software modules are configured to access the at least one memory for data and instructions and, when executing the instructions, to perform the computer-implemented steps on the processor of:

   executing a first analysis by the first analysis tool module;

   executing a second analysis by the second analysis tool module;

   ~~and~~

   ~~linking results of the first analysis and results of the second analysis through regression analysis, for uncovering insights that would not be apparent based on either the first or second analysis individually~~ determining, by the regression analysis tool module, brand loyalty or brand image factors and information about the brand loyalty or brand image factors, wherein results of the determining step are based on results of the first analysis and results of the second analysis;

   outputting a display on the display device, the display showing the brand loyalty or brand image factors and the information about the brand loyalty or brand image factors; and

identifying and quantifying the brand development opportunities

based on the display;

wherein the first analysis tool module and the second analysis tool

module analyses are chosen from the group comprising: an

image/equity analysis tool module, a customized brand

pyramid analysis tool module, a trade-off analysis tool

module, a probability analysis simulator module, an

econometric analysis tool module, a behavioral analysis tool

module, and a brand pyramid conversion analysis tool

module.

2. (Currently Amended) The method from claim 1,

wherein the first analysis tool module chosen is the brand pyramid conversion

analysis tool module for analyzing a population of customers in pyramid

tiers of a multi-tier brand pyramid, [[and]]

wherein the second analysis tool module chosen is the image/equity analysis tool

module for determining the brand image factors driving customer

movement from one tier of the brand pyramid to a second tier; [[and]]

wherein the linking determining step results in an understanding of drivers behind

why customers move identifies an association between the population of

the customers in the pyramid tiers and the brand image factors, and an

extent that the brand image factors drive customer movement from one

tier of [[the]] a brand pyramid to a second tier, for determining how to

increase attitudinal and behavioral loyalty; and

wherein the method further comprises

outputting a display of an image perceptual map on the display device, the

display of the image perceptual map showing an extent of and

basis for brand differentiation based on the brand image factors;

and

identifying and quantifying the brand development opportunities based on the display of the image perceptual map.

3. (Currently Amended) The method from claim 1,

wherein the first analysis tool module comprises the brand pyramid conversion analysis tool module;

wherein the second analysis tool module comprises the image/equity analysis tool module; and

wherein the method further ~~comprising~~ comprises:

executing a third analysis comprising a trade-off analysis by the trade-off analysis tool module;

~~wherein the first analysis chosen is brand pyramid conversion analysis, the second analysis is image/equity analysis and the third analysis is tradeoff analysis;~~

wherein the results of the ~~linking~~ determining step are based on the results of the first analysis, the results of the second analysis, and results of the third analysis; and

wherein the determining step ~~results in an understanding of~~ identifies trade-offs between factors causing a group of customers to move from one tier of [[the]] a brand pyramid to a second tier.

4. (Currently Amended) The method from claim 1, wherein the method further ~~comprising~~ comprises:

executing a third analysis comprising an image/equity analysis by the image/equity analysis tool module;

wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module, the second analysis tool module chosen is the econometric analysis tool module, ~~and the third analysis is image/equity analysis;~~

wherein <u>the results of</u> the <u>determining</u> ~~linking~~ step <u>are based on the results of the</u> <u>first analysis, the results of the second analysis, and results of the third</u> <u>analysis; and</u>

<u>wherein the determining step</u> ~~results in an understanding of the~~ <u>identifies a</u> relative weighting of drivers causing a group of customers to move from one tier of [[the]] <u>a</u> brand pyramid to a second tier.

5. (Currently Amended) The method from claim 1, <u>wherein the method</u> further ~~comprising~~ <u>comprises</u>:

executing a third analysis <u>with a third analysis tool module</u>;

wherein the first analysis <u>tool module</u> chosen is <u>the</u> brand pyramid conversion analysis <u>tool module</u>, the second analysis <u>tool module</u> chosen is <u>the</u> image/equity analysis <u>tool module,</u> and the third analysis <u>tool module</u> chosen is <u>the</u> probability ~~analysis~~ <u>simulator module</u>;

wherein <u>the results of</u> the <u>determining</u> ~~linking~~ step <u>are based on the results of the</u> <u>first analysis, the results of the second analysis, and results of the third</u> <u>analysis;</u>

<u>wherein the third analysis further comprises generating, via the user interface, a</u> <u>selected number of scenarios involving moving from one tier of the brand</u> <u>pyramid to a second tier and determining, based on the scenarios, a</u> <u>probability that a customer will move across the tiers;</u>

<u>wherein the determining step</u> ~~results in an understanding of~~ <u>estimates a</u> <u>probability</u> ~~an estimate of the~~ value based on a range of probabilities that a group of customers will move from one tier of [[the]] <u>a</u> brand pyramid to a second tier<u>;</u>

<u>wherein outputting the display on the display device further comprises outputting</u> <u>a display of the estimated probability value and the range of probabilities</u> <u>that the group of customers will move from the one tier to the second tier;</u> <u>and</u>

wherein identifying and quantifying the brand development opportunities further

comprises identifying and quantifying the brand development opportunities

based on the display of the estimated probability value and the range of

probabilities that the group of customers will move from the one tier to the

second tier.

6. (Currently Amended) The method from any one of claims 2 through 5, wherein the brand pyramid conversion analysis tool module is performed performs brand pyramid conversion analysis on a multi-tier brand pyramid customized to a company and to an industry of the company.

7. (Canceled).

8. (Currently Amended) The method from claim [[7]]4, further comprising:

the step of calculating a return on investment for at least one lever affecting

revenue from a selected brand from the results by a return-on-investment

analysis tool module.

9. (Currently Amended) A method for quantifying brand development opportunities for a particular brand, comprising:

providing a system comprising at least one memory to store data and

instructions, a display device, a user interface, and at least one processor

having distinct software modules;

wherein the distinct software modules comprise a customized brand

pyramid analysis tool module and an image/equity analysis tool

module; and

wherein the distinct software modules are configured to access the at

least one memory for data and instructions and, when executing

the instructions, to perform the computer-implemented steps of:

identifying, by the customized brand pyramid analysis tool module,

a multi-tier brand pyramid customized to [[the]] a company

and to an industry of the company;

identifying customers who have converted from a first tier to a

second tier of the multi-tier brand pyramid; and

applying image/equity driver analysis for understanding

determining, by the image/equity analysis tool module, brand

image factors driving drivers behind why the customers

move from [[a]] the first tier of the multi-tier brand pyramid to

[[a]] the second tier;

outputting a display of an image perceptual map on the display

device, the display of the image perceptual map showing an

extent of and basis for brand differentiation based on the

brand image factors; and

quantifying the brand development opportunities for a particular

brand based on the display of the image perceptual map.

10. (Currently Amended) The method from claim 9, further comprising:

performing tradeoff analysis for evaluating, by a trade-off analysis tool module,

trade-offs of customer needs causing a group of the customers to move

from [[a]] the first tier of the multi-tier brand pyramid to [[a]] the second tier.

11. (Currently Amended) The method from claim 9, further comprising:

performing econometric analysis to determine the determining, by an

econometric analysis tool module, a relative weighting associated with

[[the]] customer needs causing a group of the customers to move from

[[a]] the first tier of the multi-tier brand pyramid to the second tier over

time.

12. (Currently Amended) The method from claim 9, further comprising:

~~performing regression analysis on customer needs and customer perceptions for~~ determining, by a regression analysis tool module and based on customer perceptions and customer needs, ~~understanding which~~ the customer perceptions that drive the customer needs.

13. (Currently Amended) The method from claim 9, further comprising:

generating, via the user interface, a selected number of scenarios involving moving from one tier of the brand pyramid to a second tier;

determining, by a probability simulator module and based on the scenarios, a probability that a customer will move across the tiers;

~~performing probability analysis to determine an estimate of~~ estimating, by the probability simulator module, a probability value based on a range of probabilities of [[the]] customer needs causing a group of the customers to move from [[a]] the first tier of the multi-tier brand pyramid to [[a]] the second tier;

outputting, on the display device, a display of the estimated probability value and the range of probabilities of the customer needs causing the group of the customers to move from the first tier to the second tier; and

quantifying the brand development opportunities for the particular brand based on the display of the estimated probability value and the range of probabilities of the customer needs causing the group of the customers to move from the first tier to the second tier.

14. (Currently Amended) The method from claim 9, further comprising:

~~performing probability analysis to determine an estimate of~~ generating, via the user interface, a selected number of scenarios involving moving from one tier of the brand pyramid to a second tier;

determining, by a probability simulator module and based on the scenarios, a probability that a customer will move across the tiers;

estimating, by the probability simulator module, a probability value based on a range of probabilities of image attributes driving conversion to the second tier;

outputting, on the display device, a display of the estimated value and the range of probabilities of the image attributes driving conversion to the second tier; and

quantifying the brand development opportunities for the particular brand based on the display of the estimated value and the range of probabilities of the image attributes driving conversion to the second tier.

15.-17. (Canceled).

18. (Withdrawn) A method for developing a specialized brand pyramid that reflects attitudinal drivers, comprising: hypothesizing a plurality of ordered tiers for a brand pyramid, wherein the plurality of tiers are based on a particular brand and an industry for the brand, and wherein each of the tiers is associated with a corresponding membership definition; applying data to generate membership data for each of the tiers; associating the plurality of tiers into a draft of a customized brand pyramid; refining or reordering the tiers based on deficiencies of the draft pyramid; and repeating the steps of applying, associating and refining or reordering until the brand pyramid passes a test of acceptability.

19. (Withdrawn) A method for clustering a plurality of brand pyramids into a plurality of archetype groups, comprising: hypothesizing definitions for each of the plurality of

archetype groups; assigning each of the brand pyramids to one of the archetype groups on the basis of observation or statistical analysis; refining the definitions for each of the archetype groups; and repeating the steps of assigning and refining until the plurality of archetype groups pass a test of acceptability.

20. (Withdrawn) The method from claim 19, wherein the plurality of archetype groups are based on product, geography and segment.

21. (Withdrawn) The method from claim 19, wherein the brand pyramids are conversion pyramids.

22. (Withdrawn) The method from claim 19, further comprising: performing image/equity driver analysis on each of the archetype groups for generating insight about preferred marketing techniques for brand pyramids members of the archetype groups.

23. (Withdrawn) The method from claim 19, further comprising: defining a marketing plan for each of the archetype groups.

24. (Withdrawn) The method from claim 19, wherein the statistical analysis is cluster analysis.

25. (Withdrawn) The method from claim 19, wherein the statistical analysis is factor analysis.

26. (Withdrawn) The method from claim 19, wherein the statistical analysis is decision tree analysis.

27. (New) A computer program product, comprising a computer usable medium having computer-readable program code embodied therein, said computer-readable program

code adapted to be executed to implement a method for quantifying brand development opportunities, comprising:

    providing a system comprising a processor, at least one memory to store data and instructions, a display device, a user interface, and distinct software modules embodied on a computer-readable medium;

        wherein the distinct software modules comprise a first analysis tool module, a second analysis tool module, and a regression analysis tool module; and

    wherein the distinct software modules are configured to access the at least one memory for data and instructions and, when executing the instructions, to perform the computer-implemented steps on the processor of:

        executing a first analysis by the first analysis tool module;

        executing a second analysis by the second analysis tool module;

        determining, by the regression analysis tool module, brand loyalty or brand image factors and information about the brand loyalty or brand image factors, wherein results of the determining step are based on results of the first analysis and results of the second analysis;

    outputting a display on the display device, the display showing the brand loyalty or brand image factors and the information about the brand loyalty or brand image factors; and

    identifying and quantifying the brand development opportunities based on the display;

        wherein the first analysis tool module and the second analysis tool module are chosen from the group comprising: an image/equity analysis tool module, a customized brand pyramid analysis tool module, a trade-off analysis tool module, a probability simulator module, an econometric

analysis tool module, a behavioral analysis tool module, and a brand pyramid conversion analysis tool module.

28. (New) The computer program product of claim 27,

wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module for analyzing a population of customers in pyramid tiers of a multi-tier brand pyramid,

wherein the second analysis tool module chosen is the image/equity analysis tool module for determining the brand image factors driving customer movement from one tier of the brand pyramid to a second tier;

wherein the determining step identifies an association between the population of the customers in the pyramid tiers and the brand image factors, and an extent that the brand image factors drive customer movement from one tier of a brand pyramid to a second tier, for determining how to increase attitudinal and behavioral loyalty; and

wherein the method further comprises

outputting a display of an image perceptual map on the display device, the display of the image perceptual map showing an extent of and basis for brand differentiation based on the brand image factors; and

identifying and quantifying the brand development opportunities based on the display of the image perceptual map.

29. (New) A computer system for quantifying brand development opportunities, comprising:

a processor;

at least one memory to store data and instructions;

a display device;

a user interface; and

distinct software modules embodied on a computer-readable medium;

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wherein the distinct software modules comprise a first analysis tool

module, a second analysis tool module, and a regression analysis

tool module; and

wherein the distinct software modules are configured to access the at

least one memory for data and instructions and, when executing

the instructions, to perform the computer-implemented steps on the

processor of:

executing a first analysis by the first analysis tool module;

executing a second analysis by the second analysis tool module;

determining, by the regression analysis tool module, brand loyalty

or brand image factors and information about the brand

loyalty or brand image factors, wherein results of the

determining step are based on results of the first analysis

and results of the second analysis;

outputting a display on the display device, the display showing the

brand loyalty or brand image factors and the information

about the brand loyalty or brand image factors; and

identifying and quantifying the brand development opportunities

based on the display;

wherein the first analysis tool module and the second analysis tool

module are chosen from the group comprising: an

image/equity analysis tool module, a customized brand

pyramid analysis tool module, a trade-off analysis tool

module, a probability simulator module, an econometric

analysis tool module, a behavioral analysis tool module, and

a brand pyramid conversion analysis tool module.

30. (New) The computer system of claim 29,

wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module and the second analysis tool module chosen is the image/equity analysis tool module;

wherein the method further comprises executing a probability analysis with the probability simulator module;

wherein the results of the determining step are based on the results of the first analysis, the results of the second analysis, and results of the probability analysis;

wherein the probability analysis further comprises generating, via the user interface, a selected number of scenarios involving moving from one tier of the brand pyramid to a second tier and determining, based on the scenarios, a probability that a customer will move across the tiers;

wherein the determining step estimates a probability value based on a range of probabilities that a group of customers will move from one tier of a brand pyramid to a second tier;

wherein outputting the display on the display device further comprises outputting a display of the estimated probability value and the range of probabilities that the group of customers will move from the one tier to the second tier; and

wherein identifying and quantifying the brand development opportunities further comprises identifying and quantifying the brand development opportunities based on the display of the estimated probability value and the range of probabilities that the group of customers will move from the one tier to the second tier.